Course Description

You will quickly discover, if you don't already know, that the technical aspects of making a basic web page are fairly easy to master. However, like most things in life, designing for the web can take place on many levels of sophistication. This course is constructed to help you expand your abilities to combine communicative, rhetorical, and visual knowledge with an understanding of navigation, content organization, and the common conventions of the web.

In this course we will be working toward developing and designing web sites that thoughtfully engage audiences through both their aesthetic and technological approach. While we will spend some time working with HTML, graphic, and animation applications, this is not a course in software or programming. Instead, we will focus on developing strategies for creating web sites that invite and encourage users to interact with our sites and their content.

Required Materials

- A zip-disk for saving and backing up your work

Recommended Materials


Contact Information & Office Hours

- Instructor: Jennifer Sheppard
- Email: jasheppa@mtu.edu
- Office & Phone: Walker 146, 487-3275
- Office Hours: Mondays &Wednesdays 10-11 & by appointment (people who get A's in class make frequent use of these hours)
- Additional Contact: I will often also be available in the lab. Most of the time I will be willing to answer questions or help you with your work. However, please ask rather than assume that I have the time to help. As a graduate student I also have work to do and may not be there to work with others.
NOTE: This schedule is subject to change based on student needs. Listen in class updates online.

<table>
<thead>
<tr>
<th>Date</th>
<th>What We'll Do in Class</th>
<th>What's Due in Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>M 1/13</td>
<td>• Make paper-based intro screens</td>
<td>• Written syllabus respy</td>
</tr>
<tr>
<td>W 1/15</td>
<td>• Introduction to course &amp; each other</td>
<td>• HTML coding notes</td>
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<tr>
<td>F 1/17</td>
<td>• Technology experience survey</td>
<td>• Read pages 61-74 and 161-184 WOW</td>
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<tr>
<td></td>
<td>• Review basic HTML</td>
<td>• Read &quot;Designing a&quot;</td>
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<td></td>
<td>• Coding assessment activity (lab activity)</td>
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<tr>
<td>M 1/20</td>
<td>• Review ideas from the good, the bad, and the ugly activity to develop guidelines for</td>
<td>• Written analysis of your good, the bad,</td>
</tr>
<tr>
<td>W 1/22</td>
<td>DreamWeaver demo (lab activity)</td>
<td>and the ugly</td>
</tr>
<tr>
<td>F 1/24</td>
<td>• Creating images for the web</td>
<td>• Read pages 1-60 in</td>
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<tr>
<td></td>
<td>• Photoshop demo part 1</td>
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<td></td>
<td>• Photoshop tips &amp; tricks (lab activity)</td>
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<tr>
<td>M 1/27</td>
<td>• Lab Day- work on Making the ugliest, most user-unfriendly page</td>
<td></td>
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<tr>
<td>W 1/29</td>
<td>• Creating buttons</td>
<td>• Read pages 161-184 WOW</td>
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<tr>
<td></td>
<td>• Slicing &amp; optimizing images for the web</td>
<td>• Photoshop tips &amp; tricks class folder</td>
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<tr>
<td></td>
<td>• Photoshop demo part 2</td>
<td>• User-unfriendly pages class folder</td>
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<tr>
<td></td>
<td>• Creating rollovers in DreamWeaver &amp; ImageReady</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Review ugliest, most user-unfriendly</td>
<td></td>
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</tbody>
</table>
pages in class

F 1/31
• **Lab Day** - work on creating basic page for class

M 2/3
• Look at basic class pages
• Design basics activity

W 2/5
• Design & development processes

F 2/7
• Group project directions
• **Looking at other Liberal Arts, English Education & First-Year Writing/Communication web sites in CCLI (Lab activity)**

M 2/10
• Review findings & analysis of Liberal Arts & English Education web sites from other institutions
• Look at MTU Liberal Arts/English Education or Revisions web site

W 2/12
• Meeting & discussion with Liberal Arts program director & English Education coordinator
• Form project groups

F 2/14
• **Winter Carnival - Class Cancelled**

M 2/17
• Work on project proposals in CCLI (lab activity)

W 2/19
• Working with Clients
• Audience analysis

F 2/21
• **Lab Day**

M 2/24
• Project proposal presentations
• **Feedback, suggestion, & brainstorming session for mock-ups**
• Assign personal projects

• Read online excerpts Non-Designer's Desi.
• Read pages 127-144

• Written analysis of English Education, o writing web sites fro institutions
• Written analysis of L web site

• Read pages 75-98

• Pitch proposal prese group project propos mock-ups for group
W 2/26  
- Lab Day

F 2/28  
- Discuss Kostelnick & Roberts  
- Review audience analysis  
- Read Kostelnick & Roberts: "Rhetorical Background"  
- Write up a 1-2 page article

**Spring Break Week**

Classes cancelled 3/3-3/7

M 3/10  
- Discuss site organization & hierarchy
- Read pages 117-126

W 3/12  
- Present individual project proposals
- Written individual project due

F 3/14  
- Discuss site navigation
- Read pages 217-232

M 3/17  
- Discuss usability  
- Discuss testing practices
- Read Gunnar Swans & Jakob Nielsen's "10 Web Design"
- Read pages 145-156
- Read online excerpt Handbook of Usability

W 3/19  
- Lab Day

F 3/21  
- Lab Day

M 3/24  
- Alpha tests for group project

W 3/26  
- Lab Day

F 3/28  
- Presentation & feedback on screen mock-ups for individual projects
- Individual screen material due

M 3/31  
- Animated gif demo  
- Fireworks & pop-up menu demo
- Read pages 311-324

W 4/2  
- Lab Day

F 4/4  
- Flash Demo  
- Directions for final projects
- Read pages 325-342

M 4/7  
- Lab Day
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>W 4/9</td>
<td>Alpha tests for individual projects</td>
</tr>
<tr>
<td>F 4/11</td>
<td>Working version of our site complete</td>
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<tr>
<td></td>
<td>Discuss using specialized technologies</td>
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<tr>
<td></td>
<td>Read pages 99-116</td>
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<tr>
<td>M 4/14</td>
<td>Feedback on final project proposals</td>
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<tr>
<td>W 4/16</td>
<td>Lab Day</td>
</tr>
<tr>
<td>F 4/18</td>
<td>Registering &amp; getting listed with search engines (lab activity)</td>
</tr>
<tr>
<td>M 4/21</td>
<td>Feedback on final project screen mock-ups</td>
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<tr>
<td>W 4/23</td>
<td>Lab Day</td>
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<tr>
<td>F 4/25</td>
<td>Look at final version of group project</td>
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<td></td>
<td>Lab time</td>
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<tr>
<td>M 4/28</td>
<td>Individual project presentations</td>
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<tr>
<td>W 4/30</td>
<td>Individual project presentations</td>
</tr>
<tr>
<td>F 5/2</td>
<td>Final project presentations</td>
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</tbody>
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The following materials are due by Wednesday, May 7th at 5pm:

- Written Individual Project Rationale
- Final Project web site and rationale/report due
- CD with all necessary HTML and images files for each of the 3 projects is due on both Mac & PC- test them to be sure). Each member of a group should burn to CD along with materials for personal projects.